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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/601,712	09/27/2000	Kenneth Austin	ROY-007	9535
2387 7590 06/27/2008				
Olson & Cepuritis, LTD. 20 NORTH WACKER DRIVE 36TH FLOOR CHICAGO, IL 60606				
EXAMINER				
ONUAKU, CHRISTOPHER O				
ART UNIT		PAPER NUMBER		
2621				
MAIL DATE		DELIVERY MODE		
06/27/2008		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Response to Arguments

1. Applicant's arguments filed 5/27/08 have been fully considered but they are not persuasive.

With reference to claim 1, applicant argues that Yuen fails to disclose a video storage media control system including in part, an identifying module for analyzing the contents of the video media so as to assign a content-related value to the contents, indicative of the position of the contents on the media, with the video media position being determined by establishing a match or relationship using content-related value

In response, to reproduce (or to output) a recorded program, the related information (e.g., date, time, channel, length or program ID and/or program address) of the program is used to facilitate the search and reproduction of the program (see paragraph #0178, #0182, #0461 and #0462, Fig.53). For the program to be output or reproduced, the reproducing means must inherently have a "video output terminal". Furthermore, examiner refers applicant to at least page 15, paragraph #0259 and #0260 wherein Yuen discloses the means for address location of tape numbers and addresses using a file mark plus address system. This system writes an absolute address on the control packet 42c (see Fig.4-5) in the form of address packets. The main function of these packets is to serve as "file marks" for search of starting points of programs. When an indexed tape is inserted into the VCR 1, the VCR 1 quickly determines from the address packets the exact current tape location. **To search for the starting point of some other program**, the VCR 1 either fasts forward or rewinds and monitors the

control track of the correct destination address packet. Once this packet is located, the VCR 1 stops and goes back at play speed to land exactly at the destination address packet. It must be noted that when searching for the starting point of a program, for example, the Yuen system is inherently applying a matching technique to establish a relationship with the program being searched by using data contents stored on the media, since these programs (Note that these programs are video and audio data) had these starting and ending points and addresses previously assigned to these programs.

With respect to claim 43, applicant argues that Yuen fail to suggest or show a graphical user interface adapted to display information relating to source content such as TV program and/or data content from other sources such Internet and/or video recorder or other media device, wherein the display information includes content-related position indication comprising a visual content representation such a picture indicating the contents of said television program content and/or data content from other sources such as the Internet and/or video recorder or other media device content.

In response, applicant is directed to the display of program guide wherein program content information, including the program location information or address is displayed on a display means (see at least paragraph # 0454, #0449, #0451, #0420-#0426), wherein information displayed on the display means include information relating to program content and/or data content from other sources such as the Internet and/or video recorder or other media device content.

Conclusion

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CHRISTOPHER ONUAKU whose telephone number is (571)272-7379. The examiner can normally be reached on M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on 571-272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Christopher Onuaku/
Examiner, Art Unit 2621

/John W. Miller/
Supervisory Patent Examiner, Art Unit 2623